

# ORDER



**Orders**  
**Order / Rev:** 500395  
**Alt Order #:**  
**Product Desc:** 10/30-11/5  
**Estimate:** 12948  
**Flight Dates:** 10/30/12 - 11/05/12  
**Original Date / Rev:** 10/26/12 / 10/26/12  
**Order Type:** GENERAL

**CBS5**

**Primary AE:** House KPHO Local House KPHO Local  
**Sales Office:** KPHO  
**Sales Region:** Local

**Agency**  
**Name:** Media Strategies and Research  
**Buying Contact:** Suzanne Collins  
**Billing Contact:**  
 1580 Lincoln Street  
 Denver, CO 80203

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Sinema For Congress  
**Demographic:** A35+  
**Product Codes:** Political-Cand-Congress  
**Priority:** IMP  
**Revenue Codes:** POL, PLC, CPL

**New Business Thru:**  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	2	\$3,900.00	\$3,315.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	2	\$3,900.00	\$3,315.00	0.00
<b>Totals</b>	<b>2</b>	<b>\$3,900.00</b>	<b>\$3,315.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House KPHO Local House Kf			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KPHO	10/31/12	10/31/12	M-F 630PM News CBS 5 NEWS @ 630P	CM	M-F 630PM News --W----	:30	1	\$1,500.00	FNP	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----		1			\$1,500.00		0.00			
N 2	KPHO	11/05/12	11/05/12	M-F Late News CBS 5 NEWS @ 10P	CM	M-F 10p-1035p M-----	:30	1	\$2,400.00	FNP	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$2,400.00		0.00			

\*Tax 1 Note: Tax 0.5%

**Totals 2 \$3,900.00**

NAB FORM PB-17 CANDIDATES

**AGREEMENT FORM FOR  
POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE****To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KPHO-TV Phoenix	<b>Date:</b> 10/26/2012
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I, Media Strategies and Research,  
being on behalf of: Kyrsten Sinema, a legally  
qualified candidate of the Democratic political  
party for the office of: U.S. Congress  
in the Primary  
election to be held on Tuesday, August 28, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
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**SEE ATTACHED SCHEDULE**

The attached order should be regarded as a formal request for Equal Opportunities. We request that all rules regarding rates and access as defined by the Equal Opportunities clause in Section 315 of the Communications Act be enforced.

Date of First Broadcast:	Date of Last Broadcast:
Tuesday, October 30, 2012	Tuesday, November 06, 2012

**Total Gross Charges: \$3,900.00****Media Strategies and Research**1580 Lincoln Street, Suite 510  
Denver, Colorado 80203  
(303) 989-470011350 Random Hills Road, Suite 670  
Fairfax, Virginia 22030  
(703) 877-2000

KPHO-TV

Sinema for Congress 2012

NAB FORM PB-17 CANDIDATES

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10/30/2012 thru 11/6/2012

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

**Kyrsten Sinema for Congress**

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally-qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

**Stephen Anderson**

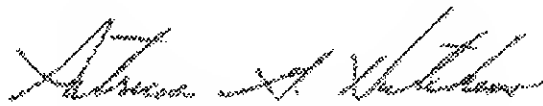
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Friday, October 26, 2012

Date



Signature

***To Be Signed By Station Representative***

☐

Accepted

☐

Accepted In Part

☐

Rejected

Signature

Printed Name

Title



**Media Strategies and Research**

1580 Lincoln Street, Suite 510  
Denver, Colorado 80203  
(303) 989-4700

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Fairfax, Virginia 22030  
(703) 877-2000